



Health  
Canada

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# Post-Opioid Campaign Evaluation

## Executive Summary

### Prepared for Health Canada

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*Ce rapport est aussi disponible en français.*

**Canada** 

## Executive Summary

### 1. Background

#### 1.1 Summary Statement

The research consisted of a quantitative online survey with a national sample of Canadians aged 18 and over and oversamples of males aged 20-39. In total, n=2,345 (including n=447 males aged 20-39) online surveys were conducted.

The survey was conducted in English and French between June 4 and 30, 2019.

For this survey, RIM weighting<sup>1</sup> was employed to balance demographics by three variables (gender, age and region) to ensure that the survey sample's composition reflects that of the adult population according to 2016 Census data and to provide results intended to approximate the sample universe.

Ipsos programmed, hosted and provided sample management services only, while Health Canada provided the online surveys. Ipsos was responsible for data collection and data storage in Canada, data processing, and data weighting. The total contract value of this research was \$29,659.06 including HST.

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<sup>1</sup> RIM (Random Iterative Method) weighting is used to adjust the sample to ensure it is representative of the target population on two or more characteristics at the same time (i.e. gender, age and region).

## 2. Purpose of the Research

### 2.1 Research Objectives

Health Canada has launched a multi-year advertising campaign on the subject of opioids to address stigma as a barrier to treatment, to raise awareness and understanding of the risks associated with problematic use of opioids (legal and illegal) and to help reduce problematic use, dependence and overdoses.

The purpose of this research was to assess the effectiveness of the advertising campaign. Three ads were tested, each having a different focus:

1. Awareness of the opioid crisis in Canada and what the Government of Canada is doing
2. Addressing stigma related to opioid use
3. Explaining the Good Samaritan Law

Specific research objectives included:

- Determine if people have seen the advertisements associated with the campaign
- Determine where the ads have been seen
- Measure recall of specific elements of the campaign
- Identify attitudinal changes because of the advertising campaign